

Antecedents of Purchase Intention: A Study among Female Consumers in the Apparel Sector of Quetta-Pakistan

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With the emergence of social media, the apparel products market has grown exponentially, where branded and counterfeit products are readily available to consumers. This phenomenon has changed the shopping behavior of consumers, particularly females. Thus, firms are keen to unpack the factors that enhance female consumers' purchase intention towards apparel products. The literature lacks empirical verification of personal and social factors that enhance purchase intention in various contexts, particularly for female consumers. Therefore, this research aims to substantiate the impact of Materialism, the Need for Uniqueness, Experiential, Brand Attachment, and Social Influence on the Purchase Intention of young female consumers in the apparel market with the mediating effect of Vanity. Three hundred self-administered questionnaires regarding apparel products were filled out through a convenience sampling approach from young female consumers (18-35 years) from four higher education institutions in Quetta-Pakistan. Hypotheses were tested through multiple regression and the Hayes process model. Findings show that all predictors significantly affect purchase intention with the mediating effect of Vanity. The need for uniqueness was the most essential factor that explained purchase intention in Quetta's apparel market. Young female consumers weigh more on the need for uniqueness, which leads to materialism, social influence, and experiential and brand attachment as critical factors when interacting with vanity. Marketers need to design a strategy that enhances their Apparel's uniqueness.

1. Introduction

Globalization and technological advancement have brought significant changes in the manufacturing and retail landscape that help market growth, especially in the apparel sector (Wu, 2023). According to findings, the global apparel market is likely to grow by around 1.2 trillion dollars concerning apparel market valued at \$2005 in the year 2022 (Riyanto, Sudarso, & Sumardi, 2024) and compared to \$1372billion in the year 2020, representing a growth rate of 7.9% (McBee-Black, 2024). The underlying reasons for growth in apparel markets are the internationalization of apparel firms, production networks with suppliers from developing countries, social media as an advertisement platform, and the growing entertainment industry. These factors have impacted consumer choices towards apparel products (Bansal & Joshi, 2023). Moreover, the local apparel industry benefited from this growth pattern, helping to increase exports via participating in apparel value chains and competing in local markets (Abbas & Bhutto, 2024).

Among the apparel segment, clothing is considered an essential item of an individual's life. Clothes fall into the category of basic physiological needs. Nevertheless, clothing is not only considered a basic need in the modern world but rather shows the symbol of status, modernity, values, and culture (Mgiba & Koopman, 2023). People around the world use clothing to differentiate themselves from the crowd, showing their possessiveness, representation of their social interactions, identity, social and financial status, aesthetic senses, level of success and happiness, degree of maturity, self-confidence, and Self-esteem (Singh, Chakrabarti, & Tripathi, 2023).

Consumer behavior towards the apparel sector changes due to competition in fashion, price, availability, quality, and cultural values (Preethi, 2023). The changes in consumer behavior are highly researched in business and management because businesses operate in highly competitive markets and need continuous scientific studies to unpack the factors that affect consumer behavior from various product markets (Ray & Nayak, 2023). Notably, consumer behavior towards the apparel market is significantly affected because of the emergence of online platforms that provide access to various brands, products, and counterfeit products (Majeed et al., 2021; Xue et al., 2023).

The earlier studies on consumer behavior towards clothing show various factors that affect consumers' purchase intention from different markets and economies. For instance, O'cass (2004) found that materialism, subjective knowledge, and confidence are significant predictors of fashion clothing involvement that lead to purchase intention. Similarly, Goldsmith, Flynn, and Clark (2012) found that Materialism, brand engagement, and status consumption affect consumers' loyalty and clothing involvement, which are significant predictors of purchase behavior. Further, Su (2016) found that perceived quality, brand personality, and brand awareness are significant predictors of purchase behavior. In addition, Jain (2020) found that attitude, subjective norm, and perceived behavior control are significant predictors of purchase intention. The relationship between Materialism and Purchase intention has been widely studied in the context of Luxury

goods (Kaur et al., 2022). Earlier studies have documented that materialistic people buy luxury goods to flaunt their wealth and success (Kamal et al., 2013), enhance their self-concept (Bahri-Ammari et al., 2020), goal pursuits (Ong Chuan Huat, 2022). However, there are fewer studies on materialism and purchase intention in the apparel sector (Nguyen et al., 2019). The need for uniqueness is significantly expressed in the purchase intention of apparel goods (Park & Park, 2016). The study indicates that consumers with a high need for uniqueness are more inclined towards brand switching, depending upon whether the brand continues to provide items that hold distinctive features of products and their brand identity through various items (Park & Park, 2016). Schmitt (2010) argued that experience is related to consumers' happiness, affecting their purchase intention.

Further, a study in the clothing industry reveals that sociological factors also contribute to purchasing behavior and affect consumers' experience (Eze & Bello, 2016). The latest study among youth in tribal areas indicates that experiences with brands influence the preferences towards brands in youth (Nayak & Behera, 2023). The brand attachment shows the emotional connection between the consumer and the brand (Shimul, 2022). This brand attachment forces consumers to repeat their purchases with a particular brand. Earlier studies have substantiated the link between brand attachment and purchase intention (Kaufmann et al., 2016; Yuanita & Marsasi, 2022).

When consumers have a brand attachment, it is reflected through their repeat purchases, indicating the features of satisfaction and loyalty, which become competitive advantages for firms. The social influence becomes strong when an individual does not know the correctness of others' judgments and perceptions and considers them a valid source (Grusec & Lytton, 2012). The link between social influence and consumer behavior is evident in earlier studies (Lee et al., 2011). Specifically, the normative social influence is more expressed during the purchase of apparel goods among females (Hu, Chen, & Davison, 2019). The underlying reasons are that Apparel shows the latest trend, quality, and brand and generates a sense of uniqueness among females.

According to the theory of planned behavior, the purchase intention is affected by perceived and attitudinal factors. In this study, the personal and social factors are placed as antecedents of purchase intention, Materialism, need for uniqueness, experiences, brand attachment, and social influence. These factors are concerned with the psychological traits of consumers, such as their uniqueness, wealth, possessions, association with brands, past experiences, and reference groups. Similarly, vanity also demonstrates psychological traits of one's self physical and achievement demonstration. The role of vanity as a mediator is scarce and requires empirical verification in Pakistan's context.

A developing market like Pakistan is a unique context for studying the purchase intention of the apparel market. The underlying reasons are the number of youth (18-35) in the population that counts around 65% of the total population, high usage of social media platforms, inclined towards modern fashion, high spending in disposable income, and high competition among local and foreign brands in the apparel segment. Furthermore, the number of shopping malls in

Pakistan's metropolitan cities, particularly in Quetta, is rising, due to which the local and foreign brands are available, contributing to changing consumer behavior. Female behaviors towards apparel shopping are pretty different from men's. First, Female aesthetic senses towards quality, color combination, price sensitivity, availability, and continuous changes in fashion are pretty high. Second, their status consciousness towards prestigious brands, showing material possessions, and approach to having a variety of apparel goods make them different in purchase intention. Therefore, female consumers' purchase intention is significantly different in apparel markets; hence, female purchase intention is essential to unpack.

Therefore, this research aims to

- Examine whether Materialism, Need for Uniqueness, Experiential, Brand Attachment, and Social Influence are significant predictors of female purchase intention towards apparel interest in Quetta-Pakistan
- Determine the mediating effect of Vanity on the relationship between predictors and female purchase intention towards apparel interest in Quetta-Pakistan

2 Literature Review and Hypothesis Development

2.1 Intention to Purchase Apparel Brands

According to Abdullah and Yu (2019), consumer behavior—which develops as a response to products that assess customers' interest in each given product—determines purchase intention. Purchase intention is a metric to gauge consumers' willingness to pay for a particular good (Hung et al., 2011). The studies indicate that customers' purchasing intentions are significantly influenced by their individual, social, and personal values (Abrar et al., 2021) and determined by their product knowledge, including features, quality, and packaging of the goods being purchased (Jung et al., 2020). Further, Ahmad et al., (2013) substantiated that a customer's desire to make a purchase can be inferred from their past brand usage experiences that meet their needs for self-esteem. When purchasing, buyers tend to consider past behavior, such as brand loyalty, and pay less attention to the features of products (Liu et al., 2012).

According to the theory of planned behavior, how likely someone is to buy something is influenced by what they think about others, their personal beliefs, and how much control they feel they have over their actions is linked to the theory of planned conduct (Salem & Chaichi, 2018; Thoradeniya et al., 2015). Customers' buying intentions for apparel products must be focused due to the distinct and obvious implications of their attitudes toward using apparel items and their purchase intentions (Hasbullah et al., 2022). As a result, customers' decision-making process is involved when they intend to purchase apparel items.

2.2 Materialism and Purchase Intention

Belk (1984) defined Materialism as "the importance a consumer attaches to worldly possessions and is a personality trait consists of three features: Envy, non-generosity, and

possessiveness" (Uram et al., 2024). In contrast, Richins (2004) considers materialism as a set of values that contains three dimensions: success, acquisition centrality, and happiness (Richins, 2024). This study considers Materialism as a set of values where individuals identify themselves by owning material possessions (Eastman et al., 2020). Materialism refers to an excessive preoccupation with money and material possessions, often attributing them with paramount importance in one's life (Kaur et al., 2022). Researchers have put forth diverse theories to explain Materialism, all centered around individuals who prioritize acquiring wealth and possessions to the extent that it dominates their life goals and pursuit of happiness (Abdullah & Yu, 2019).

People typically feel satisfied When using materialistic things because they believe doing so will increase their happiness and contentment compared to other states (Kaur et al., 2022). Researchers claim that Materialism can provide consumers with a sense of self-satisfaction, but only if they can afford the things that fulfill their desires and help them meet their needs for self-worth (Arthur et al., 2020). However, materialistic people would depict the aim of purchasing luxury products this way, leading to their fulfillment, achievement, and happiness (Usmani & Ejaz, 2020).

Based on Belk's (1988) research, there is a correlation between cultural values and higher levels of material possession (Shammout et al., 2022). Eastern shoppers were heavily impacted by Western customs and strongly desired to embrace them despite being profoundly influenced by Western traditions and ways of life (Shammout et al., 2022). Researchers assumed that people might demonstrate their social standing and acquire materialistic items to get happiness; hence, they believed that owning items they would like to buy would increase one's level of pleasure (Dittmar & Isham, 2022). Furthermore, success can be defined as a self-actualization value that individuals can obtain by purchasing the desired items (Rindfleisch et al., 2022). According to Kashdan and Breen (2007), materialistic people spend money to succeed. Put differently, researchers asserted that individuals would prefer to spend their entire income on luxuries over other needs.

The relationship between Materialism and Purchase intention has been widely studied in the context of Luxury goods (Kaur et al., 2022). Earlier studies have documented that materialistic people buy luxury goods to flaunt their wealth and success (Kamal et al., 2013), enhance their self-concept (Bahri-Ammari, Coulibaly, & Mimoun, 2020), goal pursuits (Ong Chuan Huat, 2022). However, there are fewer studies on materialism and purchase intention in the apparel sector (Nguyen et al., 2019). Due to globalization, people can access modern trends and features in the apparel market that enhance their knowledge to classify apparel goods as a luxury or necessity. Therefore, materialism is present in the apparel market. Based on earlier studies, this study hypothesized that. Materialism has a significant relationship with purchase intention among apparel goods.

2.3 Need for Uniqueness and Purchase Intention

Consumers' need for uniqueness is grounded in uniqueness theory, which manifests in the individual's pursuit of material goods to differentiate themselves from others (Snyder & Fromkin, 1980). Customers' need for distinctiveness is linked to personality traits that demonstrate an individual's characteristics when they purchase and use things that help define an individual's distinctive qualities and personality (Simonson & Nowlis, 2000). Customers' psychological need expresses their need to stand out from the crowd. The "need for uniqueness" concept is explored through acquiring various things and developing one's identity (Tian et al., 2001). According to Tian et al. (2001), customers need uniqueness or the desire for characteristics and options that set them apart from the competition. Scholars assume that people desire to stand out from the crowd and are willing to gain distinctive features to fulfill their need for uniqueness (Sharma et al., 2018).

Consumers satisfy their need for uniqueness by purchasing those products and brands by which they can show possessions in social interaction, helping them to stand out in competition (Sharma et al., 2018). The desire to stand out in a crowd varies among individuals. The research found that individuals can show different scales of need for uniqueness through their possessions and behaviors (Geng et al., 2019). For instance, individuals with a high need for uniqueness purchase highly innovative and expensive products compared to conventional products that are less expensive (Sadik-Rozsnyai & Bertrandias, 2019). Uniqueness in apparel goods varies between male and female consumers due to the environment where social interaction occurs (Knight & Young Kim, 2007). The primary difference between their need for uniqueness is their psychological makeup. According to psychology, Females are more inclined toward emotional state, whereas males are more inclined toward cognition (Melin et al., 1999). Thereby, the need for uniqueness in females is higher than in males (Sharma et al., 2018).

The need for uniqueness is significantly expressed in the purchase intention of apparel goods (Park & Park, 2016). The study indicates that consumers with a high need for uniqueness are more inclined towards brand switching, depending upon whether the brand continues to provide items with distinctive features of products and their brand identity through various items (Park & Park, 2016). On the other hand, Choi et al. (2020) argued that the need for uniqueness gains more intensity due to social demand, reflected in consumers' purchase intention towards the brand. Another study shows that when consumers face social situations where consumers rely more on brand logos to enhance their sense of individuality and self-image, consumers prefer to purchase brands that contribute to their need for uniqueness (Wang et al., 2017), according to the findings of need for uniqueness significantly related with customers' propensity to buy (Aztiani et al., 2019; KABBOUT, 2023). It shows that consumers' need for uniqueness has a significant relationship with purchase intention. Hence, it is hypothesized that the need for uniqueness is significantly related to female purchase intention towards apparel goods in Quetta-Pakistan.

2.4 Experiential and Purchase Intention

Experience is fundamental to consumers' buying decisions (Alarsali & Aghaei, 2022). These experiences force consumers to evaluate the characteristics of a product and service and develop their attitudes toward a particular brand (Munthiu, 2009). The nature of experiences leads to their decision. If the experience is good, it will create satisfaction and loyalty, contributing to repurchase. Conversely, if the experience is terrible, repurchase is less likely. In addition, the experiences generate word of mouth that could benefit and harm the brand image (Ng et al., 2011). The study indicates that when consumers buy apparel, they consider their experience a tool for their choice (Dua & Uddin, 2022). Particularly in the apparel sector, the competition is fierce due to the number of varieties offered by brands. In a competitive environment where consumers can choose various items, experience plays a fundamental role in decision-making. If a consumer feels satisfied, brand switching is evident.

Similarly, Schmitt (2010) argued that experience is related to consumers' happiness, which affects their purchase intention. Further, a study in the clothing industry reveals that sociological factors also contribute to purchasing behavior and affect consumers' experience (Eze & Bello, 2016). The latest study among youth in tribal areas indicates that experiences with brands influence the preferences towards brands in youth (Nayak & Behera, 2023). Past studies indicate that experiences have a significant relationship with purchase intention. Thus, it is hypothesized that experiences have a significant relationship with female purchase intention towards apparel goods.

2.5 Brand attachment and Purchase Intention

The brand attachment shows the emotional connection between the consumer and the brand (Shimul, 2022). This brand attachment forces consumers to repeat their purchases with a particular brand. Brand attachment is composed of brand prominence and self-connection (Japutra, Ekinci, & Simkin, 2014). It is argued that purchase intention is a psychological trait that shows one's willingness to purchase a brand (Shimul, 2022). When firms establish relationships with their consumers, they provide certain benefits that satisfy their physical and psychological needs. In return, consumers purchase brands to enhance brand prominence and reflect their self-connection in their relevant environment (Park et al., 2010). Brand prominence means the affective bonds that connect the brand and self, whereas self-connection means feelings of oneness with a brand (Malär, Krohmer, Hoyer, & Nyffenegger, 2011). Earlier studies have substantiated the link between brand attachment and purchase intention (Kaufmann et al., 2016; Yuanita & Marsasi, 2022). When consumers have a brand attachment, it is reflected through their repeat purchases, indicating the features of satisfaction and loyalty, which become competitive advantages for firms. For instance, Japutra et al. (2014) argued that consumers buy a product at a given time and under certain conditions, but when they have a brand attachment, it forces them to bring it from their respective brand. It is further validated by Ahmad and Akbar (2023), where pieces of evidence reflected that consumers would not buy again if the weak brand attachment. Thus, brand attachment has a link

with purchase intention. It is hypothesized that brand attachment has a significant relationship with purchase intention.

2.6 Social Influence and Purchase Intention

Human survival without social interaction is rare. Social interaction with family, friends, peers, colleagues, and other fellows influences our development process and judgments (Pieterse, 2010). Therefore, humans also rely on others' perceptions and judgments as a source of evidence (Grusec & Lytton, 2012). The social influence becomes strong when an individual does not know the correctness of others' judgments and perceptions and considers them a valid source (Grusec & Lytton, 2012). Theoretically, social influence is classified into informational and normative categories (Peng et al., 2017). Informational social influence is when an individual accepts another source of evidence of reality. Thereby, when making choices for shopping, individuals give weight to the opinions of others who have been to the process and had experiences with the product characteristics and features (Varshneya et al., 2017). By this, the individual is influenced by the opinions of others. On the other hand, normative social influence is when an individual conforms to the positive expectations of another (Varshneya et al., 2017).

The normative social influence is further classified as value expression and utilitarian expression (Kim et al., 2012). The utilitarian expression is explained when individuals comply the expectation of social reference group in order to avoid punishment or attain reward, whereas, value expression is to enhance self-image in their reference group. Though both expression is different, many studies consider it overlapping because the source of information is same (Ghafari, 2019). Thereby in this study, social influence as a holistic concept is used.

The link between social influence and consumer behavior is evident in earlier studies (Lee et al., 2011). Specifically, the normative social influence is more expressed during the purchase of apparel goods among females (Hu et al., 2019). The underlying reasons are that Apparel shows the latest trend, quality, and brand and generates a sense of uniqueness among females. In addition, the characteristics of apparel demonstrate conformity among relevant social classes, which enhances the judgment of the appropriateness made by other people. The relevant reference group highlights the features necessary to comply to meet the expectations of the reference group (Hoonsopon & Puriwat, 2016). Hence, normative social influence has a significant relationship with consumer behavior. On the above ground, it is hypothesized that social influence significantly affects females' purchase intention toward apparel products.

2.7 Vanity as Mediator

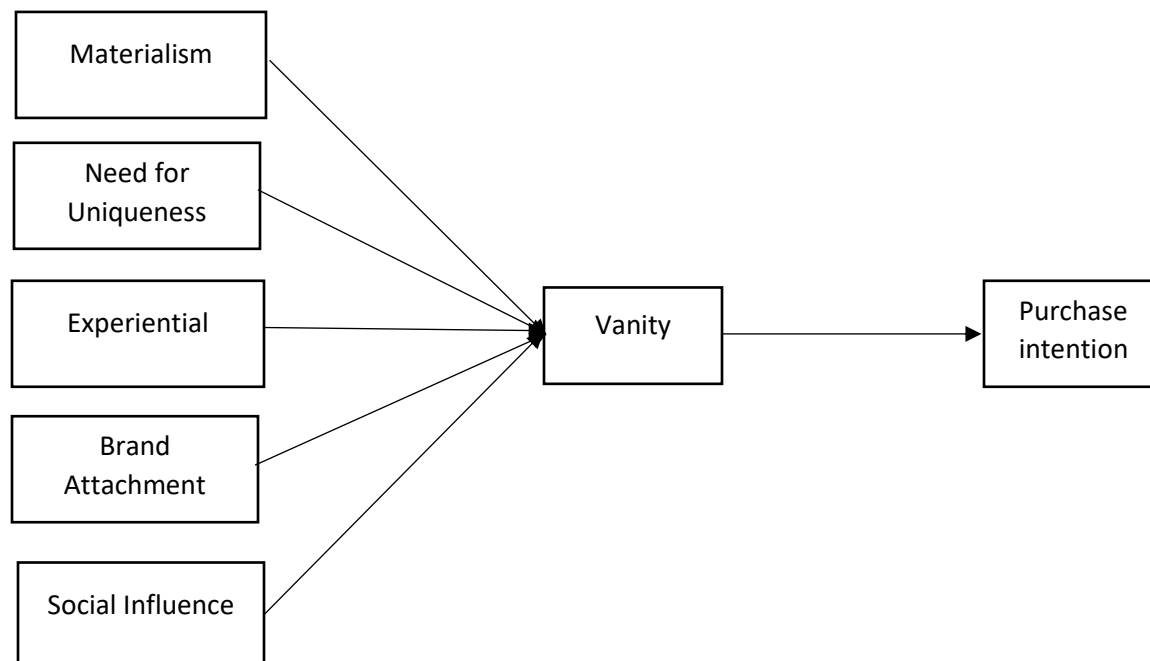
Vanity is a psychological trait that shows pride and admiration in one's appearance and achievement (Durvasula & Lysonski, 2008). In consumer behavior literature, vanity is classified into two broad categories, including physical vanity (physical concerns, physical view) and achievement vanity (achievement concern, an achievement view) (Wang & Waller, 2006). Physical vanity is concerned with an exaggerated view of one's physical appearance; on the other

hand, achievement vanity demonstrates the attitude toward one's achievement. In existing consumer behavior literature, the role of vanity as mediating is scarce (Sharda & Bhat, 2019). It is argued that purchase intention is a cognitive indicator that reflects one's willingness to purchase the item. According to the theory of planned behavior, the purchase intention is affected by perceived and attitudinal factors. In this study, the personal and social factors are placed as antecedents of purchase intention, Materialism, need for uniqueness, experiences, brand attachment, and social influence.

These factors are concerned with the psychological traits of consumers, such as their uniqueness, wealth, possessions, association with brands, past experiences, and reference groups. Similarly, vanity also demonstrates psychological traits of one's self physical and achievement demonstration. Thereby, when consumers shop, they consider the factors that make them unique, linked with their desire for physical demonstration (Hung et al., 2011). In the same way, when consumers choose an item, it brings past experiences of purchase; if it enhances their vanity, they are likely to buy again. Further, when consumers show their brand attachment, they are likely to choose items that glorify their sense of vanity, ultimately leading to a positive brand intention. Moreover, when consumers conform to social reference groups, it enhances their chances to show their physical and achievement vanity to their social groups to enhance their image and sense of uniqueness. Thereby, it is hypothesized that vanity mediates the relationship between Materialism, the need for uniqueness, experiences, brand attachment, social influence, and the purchase intention of females towards apparel goods.

2.8 Theoretical Framework

Figure No 1: Hypothesized Research Model



H1: Materialism, Need for Uniqueness, Experiential, Brand Attachment, and Social Influence have a relationship with Purchase Intention

H2: Vanity has a mediating role between Materialism, Need for Uniqueness, Experiential, Brand Attachment, Social Influence, and Purchase Intention

3. Research Methods

The quantitative research design is opted for this research because hypotheses are developed based on earlier studies and theories that require empirical verification in developing market context (Moutinho & Huarng, 2015). Within quantitative design, the descriptive and relational approach is followed because the theoretical framework exhibits relationships among variables in developing markets. Young females between 18 and 35 were selected as a target population, as the Pakistani population is young-dominated. Young females are more conscious about their appearance due to their social reference group. Even though young women rely on their guardians most of their lives, their frugal mindset compels them to buy apparel. So, the target population was the four universities working in Quetta, Baluchistan (University of Balochistan, BUIETMS, Alhamd, and SBK), which were selected. Out of 21000 students, a sample of 300 female students was taken for the study, and the results were calculated using a sample calculator.

This study uses the convenience sampling technique to collect the sample data. The data was collected about the apparel brands specifically for females operating in Quetta, including J., Gul Ahmed, Limelight, and Bareeze. The instruments used to test the study variables are as follows: For purchasing intention measure with three items taken from Schlosser, White, and Lloyd (2006), Materialism measure through 18 items taken from with measurement scale by Richins and Dawson (1992), Need for Uniqueness measure through 3 items taken from Tian et al. (2001), Experiential measure through 4 items taken from Park et al.'s (2007), Brand attachment measures through 04 items taken from Park et al. (2010), and social influence was measured through 10 items taken from Girad (2010) and consumer vanity through 16 items taken from used Netemeyer, Burton, and Lichtenstein's 7-point Likert scale Park et al. (2010).

3.1 Results

The findings of the study collected data are given below: Table 1 represents the findings of CFA, reliabilities, and Average variance extract (AVE) for each variable. CFA confirms the instrument validation that was adopted in previous research or culture. The findings shown in Table 1 indicate that the sample is appropriate for the study as the KMO value is 0.875 more than 0.5, and the study sample allows the factor analysis to run. Another condition of CFA is that the sig value of Bartlett's test is .000, less than .05; thus, no factor would have a zero value. All of the factors listed in Table 1 exhibit higher reliability when compared to the reliability criteria (reliability >.60). Additionally, the AVE criteria—which require that the value for AVE be higher than 50—ensure that validity converges (Hair Jr & Sarstedt, 2021). The convergence accuracy is

demonstrated by the average variance (AVE) values for every variable higher than .50 (Bell et al., 2018).

Table No 1: CFA, Validity and Reliabilities

Variables	KMO Sampling Adequacy	Bartlett's Test of Sphericity	Reliabilities (Cronbach Alpha)	Average variance extracted (AVE)
Materialism	0.875 Chi-square (4195.46)	df, 561 Sig. (0.000)	0.778	0.700
Need for Uniqueness			0.755	0.720
Vanity			0.739	0.650
Experiential			0.625	0.590
Brand attachment			0.855	0.601
Social Influence			0.786	0.458
Purchase intention			0.898	0.560

The demographic statistics summary table 2 shows the frequencies of each demographic category. The selected sample of females' age shows that frequency of age 18-25 years, 26-30 years, and above 198, 73, and 29, respectively, and data shows more sample selected age was 18-25 years as 66%. The respondents' education consists of 70 Masters, 147 MPhil, and 83 Bachelors, and more were selected from M.Phil., with 49%. The highest 123 frequency of sample based on average monthly spending of females was above Rs. 6000 on Apparel. The frequency of the highest number of respondents who purchased Apparel in the last three months was 269, with 89.7%. Females who generate income through any source, such as tuition, from parents, for cloth stitching is 50% Yes and 50% No.

Table No 2: Demographic Statistics Summary

Demographic	Categories	Frequency	Percent
Age	18-25 years	198	66
	26-30 years	73	24.3
	above30 years	29	9.7
Education	Masters	70	23.3
	MPhil	147	49
	Bachelor	83	27.7
Average monthly spending	below 3000	95	31.7
	3000-6000	82	27.3
	above 6000	123	41
Purchase apparel in the last three months	Yes	269	89.7
	No	31	10.3
Involved in income generation activity	Yes	152	50.7

No	148	49.3
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Table No 3: Descriptive and Correlation Statistics

Variable name	Mean	S.D	1	2	3	4	5	6
Materialism (1)	3.278	1.024	.70	.576**	.477**	.141**	.71**	.441**
Need for uniqueness (2)	3.111	1.085		.72	.349**	.234**	.577**	.513**
Vanity (3)	3.573	.914			.65	.292**	.478**	.214**
Experiential (4)	3.467	1.099				.59	.140**	.145**
Brand Attachment (5)	3.432	.784					.65	.435**
Social Influence (6)	3.278	1.024						.71

Table no 2 describe the demographic information. The variables' descriptive statistics findings (mean and standard deviation) are displayed in Table 3. Three hundred female respondents make up the study's sample size. Materialism, need for uniqueness, Experiential, Brand Attachment, Social Influence, and Vanity have mean values and standard deviation of 3.27 (1.02), 3.11 (1.08), 3.46 (1.09), 3.43 (.784), 3.27 (1.02) and 3.57 (.914). All the variables are inclined towards agreeableness and show normal distribution. In addition, the diagonal values represent AVE's square root, which is higher than the correlation values among predictors. Thereby, the discriminant validity is established as per criteria suggested by Fornell and Larcker (1981).

Table no 2 describe the results of hypotheses. The first hypothesis, H1, i.e., Materialism, Need for Uniqueness, Experiential, Brand Attachment, and Social Influence, has a relationship with purchase intention; the multiple linear regression analysis was used because there are more than two predictors and one dependent variable. The findings show that the F-value 41.46 (.000 <.05) is significant, which means the model is fit for analysis. Further, the value of R^2 is .361, which shows that the model has 36% predictive power to explain purchase intention. At the same time, 64.90% of variation is unexplained due to other constructs not taken in this study. The values of tolerance and VIF are all accepted ranges, and there is no issue of multi-collinearity in the study data.

Further the coefficient (Beta) value of Materialism is .17, explaining a 17% change in purchase intention; the coefficient (Beta) value of Need for Uniqueness is .24, explaining a 24% change in purchase intention; coefficient (Beta) value of Experiential is .27 explaining 27% change in purchase intention, coefficient (Beta) value of Brand Attachment is .11 explaining 11% change in purchase intention, and coefficient (Beta) value of Social Influence is .17 explaining 17% change in purchase intention. Overall, the experiential Need for Uniqueness contributes more to

female purchase intention towards apparel products in Quetta. As all the predictors are significant with purchase intention, thus the H1 is accepted.

Table No 4: Multiple Linear Regression Result

Variables	Outcome	R ²	F-value	P	Coefficient	S.E	T	VIF
Constant				0.155	0.397	0.278	1.427	
Materialism				0.005	0.173	0.065	2.820	1.733
Need for Uniqueness	Purchase intention	0.361	41.46*** (.000)	0.000	0.248	0.058	4.273	1.558
Experiential				0.020	0.276	0.065	5.019	1.391
Brand Attachment				0.020	0.115	0.065	2.335	1.126
Social Influence				0.005	0.173	0.068	2.820	1.733

The H2 hypothesis, i.e., vanity has a mediating effect between Materialism and Purchase Intention (H2a), Need for Uniqueness and Purchase Intention (H2b), Experiential and Purchase Intention (H2c), Brand Attachment and Purchase Intention (H2d), Social Influence and Brand Attachment (H2e). It is tested through Haye's SPSS Process Model No. 4 based on corrected bootstrap 95% confidence interval.

Table No 5: Results of Mediation Analysis

Relationship	Coefficient (Beta)	Standard error	T	P-value	LICT	UICT
VNT <--- MTR	0.518	0.054	9.517	0.000	0.411	0.625
PIN <--- VNT	0.712	0.040	17.507	0.000	0.632	0.793
PIN <--- MTR	0.122	0.043	2.801	0.005	0.036	0.204
VNT --->PIN<--- MTR	0.369	0.043			0.287	0.449
VNT <--- NFU	0.419	0.053	7.847	0.000	0.314	0.524
PIN <--- VNT	0.694	0.038	18.119	0.000	0.618	0.769
PIN <--- NFU	0.180	0.038	4.654	0.000	0.104	0.257
VNT --->PIN<--- NFU	0.290	0.044			0.206	0.380
VNT <--- EXP	0.620	0.059	10.397	0.000	0.503	0.737
PIN <--- VNT	0.714	0.041	17.110	0.000	0.632	0.796
PIN <--- EXP	0.125	0.050	2.498	0.013	0.026	0.224
VNT --->PIN<--- EXP	0.443	0.047			0.353	0.537
VNT <--- BAT	0.360	0.078	4.615	0.000	0.207	0.516
PIN <--- VNT	0.746	0.031	20.132	0.000	0.673	0.819
PIN <--- BAT	0.115	0.052	2.220	0.027	0.013	0.217
VNT --->PIN<--- BAT	0.270	0.064			0.137	0.389
VNT <--- SCI	0.518	0.054	9.517	0.000	0.411	0.625
PIN <--- VNT	0.712	0.040	17.507	0.005	0.632	0.793

PIN <--- SCI	0.122	0.043	2.801	0.005	0.036	0.204
VNT --->PIN<--- SCI	0.369	0.043			0.287	0.449

VNT (Vanity), MTR (Materialism), NFU (Need for Uniqueness), EXP (Experiential), BAT (Brand Attachment), SCI (Social Influence)

The results (Table 5) for H2a show Materialism and Vanity (path a; $B = 0.517$, $p = 0.000$), Vanity and Purchase Intention (path b; $B = 0.710$, $p = 0.000$), and total direct effect of Materialism and Purchase Intention (path c; $B = 0.120$, $p = 0.000$) are statistically significant. The indirect effect of vanity between Materialism and Purchase Intention is significant as the value of coefficient decreased and zero is not present between lower and upper confidence interval ($B=0.369$, $LICT=0.287$, $UICT=0.449$); hence, the vanity has the mediating effect between Materialism and Purchase Intention, accept H2a.

The results (Table 5) for H2b show the Need for Uniqueness and Vanity (path a; $B = 0.419$, $p = 0.000$), Vanity and Purchase Intention (path b; $B = 0.694$, $p = 0.000$), and total direct effect of Need for Uniqueness and Purchase Intention (path c; $B = 0.180$, $p = 0.000$) are statistically significant. The indirect effect of vanity between the Need for Uniqueness and Purchase Intention is significant as the value of coefficient decreased and zero is not present between lower and upper confidence interval ($B=0.290$, $LICT=0.206$, $UICT=0.380$); hence, the vanity has the mediating effect between Need for Uniqueness and Purchase Intention, accept H2b.

The results (Table 5) for H2d show Brand Attachment and Vanity (path a; $B = 0.270$, $p = 0.000$), Vanity and Purchase Intention (path b; $B = 0.714$, $p = 0.000$), and total direct effect of Brand Attachment and Purchase Intention (path c; $B = 0.115$, $p = 0.000$) are statistically significant. The indirect effect of vanity between Brand Attachment and Purchase Intention is significant as the value of coefficient decreased and zero is not present between lower and upper confidence interval

($B=0.270$, $LICT=0.137$, $UICT=0.389$); hence, the vanity has the mediating effect between Brand Attachment and Purchase Intention, accept H2d.

The results (Table 5) for H2e show Social Influence and Vanity (path a; $B = 0.518$, $p = 0.000$), Vanity and Purchase Intention (path b; $B = 0.712$, $p = 0.000$), and total direct effect of Social Influence and Purchase Intention (path c; $B = 0.122$, $p = 0.000$) are statistically significant. The indirect effect of vanity between Brand Attachment and Purchase Intention is significant as the value of coefficient decreased and zero is not present between lower and upper confidence interval ($B=0.369$, $LICT=0.287$, $UICT=0.449$); hence, the vanity has the mediating effect between Social Influence and Purchase Intention, accept H2e.

The overall study findings show that H1, H2a, H2b, H2c, H2d, and H2e are accepted

4. Discussion

This study aimed to examine the effect of personal and social factors on female purchase intention towards apparel goods and substantiate the mediating effect of Vanity between predictors

(Materialism, Need for Uniqueness, Experiential, Brand Attachment, Social Influence) and Purchase Intention.

The findings of this study reveal exciting results. The Experiential and Need for Uniqueness are more significant (higher beta) predictors of Female Purchase Intention than Materialism, Brand Attachment, and Social Influence. The apparel market in Quetta is developing as the shopping malls are penetrating due to a competitive environment created among various female apparel brands and local market vendors. Thus, females have more choices due to which female have various experiences and opportunities to try various verities that serve the need for uniqueness. These factors contributed to a higher coefficient that reflected in purchase intention. Whereas the other predictors are significant with low coefficients, it explains that Quetta is a culturally rich city where the female has to follow certain clothing traditions in various social gatherings, due to which the effect of social influence is minimal.

Similarly, the various local (non-branded) clothing market provides the opportunity to purchase various clothing and apparel goods due to which their inclination towards particular brands is less, leading to low brand attachment. Moreover, in Quetta, the females live in culturally rich and religiously intense environments, so their approach is more value-based than materialistic. Thereby, the coefficient is low. In addition, the findings of this study are consistent with the results of earlier studies. For instance, the Need for Uniqueness and Purchase intention was significant among Generation Y in Malaysia and prior studies (e.g., Kumar et al. 2009; Tuncay and Otnes 2008). The similarities are observed as the sample of this study belongs to the age group between 25-35years represents the segment of the Y generation that is more prone to fashion esthetics, image-driven, showing their identity and having the attitude to try various verities in the apparel sector having colorful and modern designs.

The findings of Kumar et al. (2009) are consistent with this study, where research substantiated that the desire to buy a brand becomes more significant when a brand offers a need for uniqueness. Similarly, findings of research conducted in Khairpur Pakistan among females show that need for uniqueness is a critical antecedent of purchase intention in the clothing sector, especially between age groups (18-28). These findings are similar to the findings of Quetta City. Though the culture of Khairpur-Sindh is different compared to Quetta-Balochistan's clothing traditions, similar findings show that female purchase behavior is positively linked with the need for uniqueness. This feature enables firms to attract various female clothing markets with a similar approach that is helpful to attain economies of scale. Concerning Experience and purchase intention, this study found a positive link between experience and purchase intention.

These findings are similar to those of an earlier study conducted in Bangalore, where experience had a 50% contribution in explaining the purchase intention of females in the clothing sector. The findings relevant to social influence (normative) on purchase intention are positive in this study, contrasting the findings of earlier studies in the sports apparel sector where informational social influence was found more significant in purchase intention. The primary

difference is that in sports apparel, the more important is the utility in performance compared to flaunting to other fellows; thereby, the results are different in female clothing apparel and Sports apparel.

4.1 Implications for Practice

The following recommendations are based on the study findings;

Apparel manufacturers in Pakistan face high competitiveness due to the availability of various brands that replenish their design each quarter. Consumers prefer unique styles and past experiences when purchasing any female apparel brand. Based on the findings, brands should promote a new fashion concept, variety in styles in fabrics, and elements of social and cultural aspects, as well as ensure availability in local markets. These factors would add value to the need for uniqueness and experiences.

4.2 Limitations and Future Research Direction

There are noted drawbacks to this study. The research's first limitation is its descriptive and relational approach, which weakens the case for causation. Even when the study has met all validity and reliability requirements, experimental research is the most effective way to guarantee causality. The research was conducted in Quetta, limiting our findings' applicability. It is the second constraint related to the study's framework. For instance, one could contend that measuring purchase intention towards females in this unique area is more challenging than in other areas of the country due to the cultural dominance of the personnel. As a result, we encourage future studies to adapt current findings to other areas and business domains where purchase intention might take many forms due to similar cultural constraints. Future investigators are urged to connect the findings to different social and personal factors within this cultural framework.

Future studies should consider the different family religious practices and vocations as possible moderators in predicting whether or not a woman may acquire an intention. The third constraint is that the convenience sample design, a non-probability technique, was used in the study to attain the target population. There is little actual participation in this technique. It can be avoided by obtaining the actual sample frame and conducting a study on probability design. The study's fourth major disadvantage was its time constraints, which resulted from a lack of communication with the respondents during data collection. The respondents were preoccupied and unable to devote enough time and attention to completing the questionnaire. Additionally, qualitative research is required to understand the consumer's perspective on embracing modern lifestyles and shifting cultural norms. Qualitative research would make the essential elements needed by the community of interest possible.

5. Conclusion

The study's objective was to investigate the effect of materialism, the need for uniqueness, experiences, brand attachment, and social influence on purchase intention, as well as the mediating role of vanity between predictors and purchase intention in the apparel market. A sample of 300

female respondents was taken in this study from 4 universities of Baluchistan, Quetta, using a convenience sampling approach. This research applies bootstrapping and multiple linear regression to test hypotheses (Barron & Kenny, 1986). The findings reveal that the Need for Uniqueness and Experiences are more critical to purchase intention, whereas vanity significantly mediates between predictors and purchase intention. The study's findings indicated that women's purchasing intentions are substantially correlated with their endowment of Materialism, need for uniqueness, experiences, social influence, and brand attachment. The Physical Vanity is a significant mediator where all factors should enhance their physical vanity, contributing to purchase intention. The female consumer market is surrounded by personal psychological factors that apparel manufacturers should address.

6. References

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